

PROJECT SNAP

Social Norms for Alcohol Prevention in Southwest Louisiana



Louisiana Transportation
Safety Summit
October 21, 2015



The mission of the Southwest Louisiana Area Health Education Center (SWLAHEC) is to improve health status through access to information, education and health services. SWLAHEC seeks to improve health through numerous programs focusing on two main areas:

- 1) recruiting and educating health professionals and
- 2) educating the public on how to live healthier lives.

PROJECT SNAP IMPLEMENTATION



2011 – 5 High-schools in
Lafayette Parish

2013 – 2014 5 High-Schools in
South Louisiana

2014 – 2015 5 High-Schools in
South Louisiana &
4 Colleges (LSU, UL, SU, MSU)

2015 – 2016 5 High-Schools in
Central & South
Louisiana & continue 4
college campaigns.

Project SNAP Implementation

2010/2011

- Carencro High School – Lafayette Parish
- Comeaux High School – Lafayette Parish
- Lafayette High School – Lafayette Parish
- Teurlings Catholic High School – Lafayette Parish

7,826

2013/2014

- Sam Houston High School – Calcasieu Parish
- AM Barbe High School – Calcasieu Parish
- Jennings High School – Jeff Davis Parish
- Opelousas High School – St. Landry Parish
- Westgate High School – Iberia Parish

6,365

2014/2015

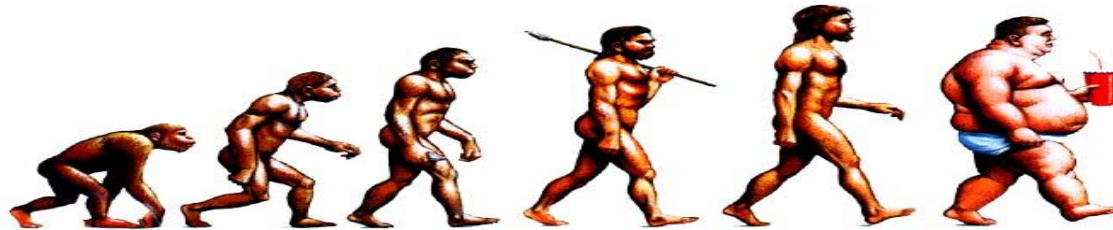
- St. Thomas More Catholic High School – Lafayette Parish
- Acadiana High School – Lafayette Parish
- Bell City High School – Calcasieu Parish
- Notre Dame High Catholic High School – Acadia Parish
- Breaux Bridge High School – St. Martin Parish

4,949

2014/2015

- Louisiana State University – Baton Rouge
- Southern University – Baton Rouge
- McNeese State Louisiana – Lake Charles
- University of Louisiana – Lafayette in Fall of 2015

The Evolution of Prevention



1. **Reactive Strategies**
2. **Proactive Strategies**
3. **Values Clarification and Self Esteem Enhancement Strategies**
4. **Alternative Activities Strategies**
5. **Environmental Strategies**
6. **Social Norms Approach**



Project SNAP combines both Social Norms Theory and Social Marketing Theory to create high-school level campaigns with the goal of reducing the number of both fatal and injury crashes involving young drivers.

Project SNAP Goals

1. Decrease the acceptance of drinking alcohol and operating a vehicle among youth & young adults.
2. Decrease the favorable attitudes of youth & young adults towards alcohol use prior to operating a vehicle.
3. Decrease the expectation that drinking is part of every day behavior by high school youth and young adults, and
4. Increase awareness in youth & young adults concerning the risk involved in alcohol use and operating a vehicle.

Social Norms Theory

- Social Norms theory states that most youth want to *fit in* to a desired social group.
- Behavior is influenced by correct or *incorrect* perceptions about how other members of our social group think and act.
- The theory predicts that problem behavior increases and healthy behavior decreases because of our misperceptions.
- Change perception...Change behavior!!!

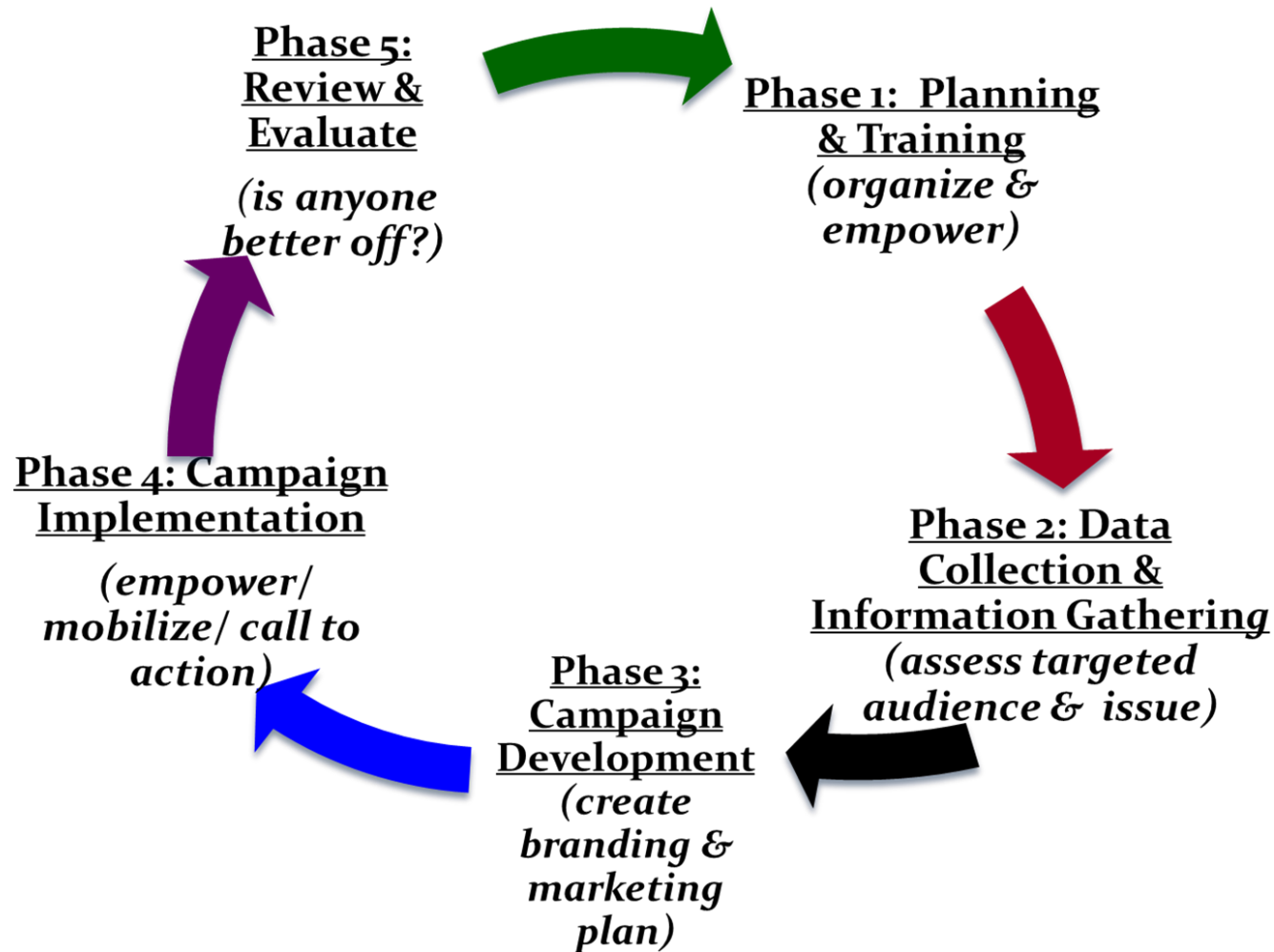
Social Marketing Theory

- Social Marketing Theory emphasizes valuing people by focusing on a target group's (in this case – each student's) strength to change unwanted behavior.
- Social Marketing Theory suggest that young people's problem behavior may be due, in large part, to their desire to conform to the wrongly perceived peer norms (I.E., they may believe that most of their peers are drinking alcohol and operating a vehicle when in fact only a small percentage do).

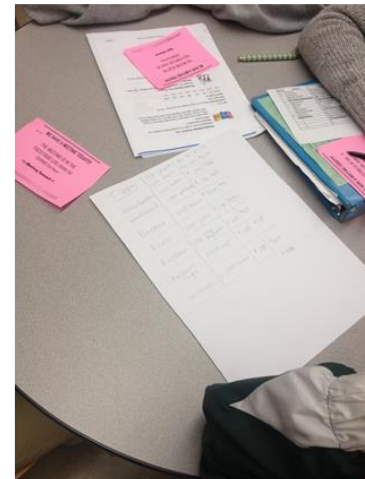
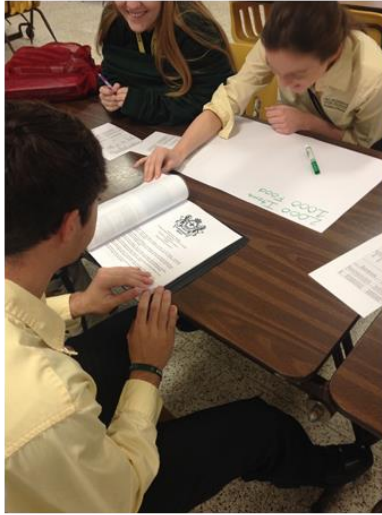


Combines Social Norms Theory and Social Marketing Theory to promote accurate risk perception to targeted high school students through individualized and school-specific branding campaigns. At the conclusion of each campaign, Project SNAP will have changed youth perception about risk and that change in perception will change their behaviors.

Campaign Phases



School Street Team



Sam Houston High School



Sam Houston High School

- This “branding” was created based on the information gathered from focus groups and other student focused materials. The following is the students interpretation of how their “branding” would connect with the students.
-
- What is “Above It”? – We are rising above the negativity and peer pressures of drinking and driving. We know we can stand above the stereotypes of teen drinking.
-
- What is “Just Our Way”? – We are making our own life choices, and making the right ones for a bright future.
-
- Who is the “Limitless”? – We are a team that is taking this positive message to our fellow students. We believe in this program and our school, and will strive to help others begin to make the right choice to not drink and drive.
-
- Why these colors? – The green of the logo stands for growth and self-respect. The red and orange fused together stand for our endurance to push passed peer pressure. The white stands for the purity that is supposed to be our youth, and where we are trying to take our generation back to.

Stealth Rollout



The Reveal



WE R MORE
THE TRUTH.

4 out of 5

of us @ BHS

DO NOT
APPROVE of our FRIENDS
drinking & driving.



BASED ON A SURVEY TAKEN BY BHS STUDENTS

WE R MORE
THE TRUTH.

93% of us
@ BHS
commit to

NOT
cruising if we've been
boozing



BASED ON A SURVEY TAKEN BY BHS STUDENTS

Peer to Peer Outreach

A.M. Barbe High School
We R More
The Truth
Stay Rooted



- What is “We R More”? - We are more than the negative stereotypes of our schools. We can be more than what outsiders expect. We are worth more than someone’s statistic, and our lives are worth more than one night.
- What is “The Truth”? - We want to show you the true US. . We will stand up for our school, and change the norms on drinking and driving, We are so much more than what meets the eye.
- Who is “Stay Rooted”? – We are a team that is taking this positive message to our fellow students. We believe in this program and our school, and will strive to help others begin to make the right choice to not drink and drive.
- Why these color? - The pink stands for our internal conflicts, and our ability to stand out among the crowd. Green stands for the growth of our students from this campaign. The teal represents what you see on the outside and the diversity of our school. And the blue shows our pride in our school.

Street Team Talking Points

Stay Rooted TALKING POINTS

- 4 out of 5 of us at Barbe High School do not approve of our friends drinking and driving.
- 87% of us refuse to cruise with someone who's had booze.
- 93% of us commit to not cruising if we've been boozing.
- 96% of us have not driven while intoxicated.



Louisiana State University Campaign



McNeese State University Campaign



Southern University Campaign



College Campaigns – Fall 2015

THE STALL STREET JOURNAL

College Campaigns

STAFF SEAT JOURNAL

VOLUME 1 ISSUE 1

Brought to you by:

Southwest Louisiana AIHEC

LHSC

Louisiana Highway Safety Commission

Symptoms of Alcohol Overdose

Remember the acronym "PUBS"

- Puking (while passed out)
- Unresponsive to stimulation (pinch or shaking)
- Breathing (slow, shallow, or none)
- Skin (blue, cold, or clammy)

If you see any one of these signs, call 911 immediately! Additionally, the National Poison Control Hotline (1-800-222-1222) provides free, expert, confidential advice 24/7

What is a "Drink?"

Beer

Wine

Liquor

know the strength (proof)

know the amount (ounces)

know the time (minutes/knobs)

*One 12 oz. beer

*One shot of 35 proof liquor

*One 4-5 oz. glass of wine

It's not how many "knobs" that you have, but how much alcohol that you consume.

KNOW YOUR LIMIT BEFORE DRIVING

What are the penalties for DUI/DWI in Louisiana?

	1st Offense	2nd Offense
Jail	2 days to 6 months	30 days up to 6 months
Fines and Penalties	\$5,000	\$1,000
License Suspension	90 days	1 year
Community Service	32 hours	240 hours
Re-education hours	30 hours	30+ hours
Ignition Interlock Device	Possible	Possible
Probation	Up to 2 years	

Cheer on the POKES--X

Make your GAME PLAN

Home of the McNeese Student Tailgate

THE ALLEY

Located in Cowboy Corral Lot A

POKE PRIDE

In the last year, 78% of McNeese students have not driven a car under the influence of alcohol.

One year action from the on-campus and off-campus surveys 2014-15

REDUCE of RISK DUI

Tips for keeping BAC between 0.00 and 0.06 when planning to drive:

- Keep track of how many drinks you are having
- Alternate alcoholic beverages with non-alcoholic beverages & Rehydrate with water
- Use a designated driver or make plans to get home safely
- Pour your own drink and keep your eyes on it
- Stay with a friend who is intoxicated or has passed out, and monitor them

Men

Approximate Blood Alcohol Percentage

Body Weight in Pounds

Drinks	100	120	140	160	180	200	220	240
0	.00	.00	.00	.00	.00	.00	.00	.00
1	.04	.03	.03	.02	.02	.02	.02	.02
2	.08	.06	.05	.04	.04	.03	.03	.03
3	.12	.09	.08	.06	.06	.05	.04	.04
4	.16	.12	.11	.08	.08	.07	.06	.05
5	.20	.15	.14	.10	.10	.09	.08	.07
6	.24	.18	.17	.12	.12	.11	.10	.09
7	.28	.21	.20	.14	.14	.13	.12	.11
8	.32	.24	.23	.16	.16	.15	.14	.13
9	.36	.27	.26	.18	.18	.17	.16	.15
10	.40	.30	.29	.20	.20	.19	.18	.17

Buildback: 0.01% for each 40 minutes of sobriety.
One drink is 1.25 oz. of 80 proof liquor, 12 oz. of beer, or 6 oz. of table wine.

Women

Approximate Blood Alcohol Percentage

Body Weight in Pounds

Drinks	80	100	120	140	160	180	200	220	240
0	.00	.00	.00	.00	.00	.00	.00	.00	.00
1	.05	.04	.03	.03	.02	.02	.02	.02	.02
2	.10	.08	.06	.05	.04	.04	.03	.03	.03
3	.15	.12	.10	.08	.07	.06	.05	.05	.04
4	.20	.16	.13	.11	.10	.09	.08	.07	.06
5	.25	.20	.16	.14	.13	.11	.10	.09	.08
6	.30	.24	.19	.17	.16	.14	.13	.12	.11
7	.35	.28	.22	.20	.19	.17	.16	.15	.14
8	.40	.32	.25	.23	.22	.20	.19	.18	.17
9	.45	.36	.28	.26	.25	.23	.22	.21	.20
10	.50	.40	.31	.29	.28	.26	.25	.24	.23

Buildback: 0.01% for each 40 minutes of sobriety.
One drink is 1.25 oz. of 80 proof liquor, 12 oz. of beer, or 6 oz. of table wine.

Sneak Preview
October
2015

PROJECT SNAP



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AHEC**
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